

CLAIMS

We claim:

1. A computer method of content delivery to a customer, the method comprising:

5 receiving multiple channels of content at a service headend connection for customer viewing;

receiving information from the customer relating to customer viewing;

determining a selected one of the channels of content likely to be of interest to the customer, based on the received information; and

10 providing the selected content.

2. A method as defined in claim 1, wherein the channels of content include television broadcast channels.

15 3. A method as defined in claim 1, wherein the channels of content include Internet services.

4. A method as defined in claim 1, wherein the customer comprises one or more

individuals, and wherein receiving information from the customer comprises receiving 20 information regarding each of the individuals.

5. A method as defined in claim 4, wherein receiving information from the customer includes receiving information regarding viewing patterns of the one or more individuals with respect to the multiple channels of content.

5 6. A method as defined in claim 5, additionally comprising associating a viewing pattern with a particular individual.

10 7. A method as defined in claim 1, wherein the customer comprises a business entity, and wherein receiving information from the customer comprises receiving information regarding the type of business entity.

15 8. A method as defined in claim 7, wherein receiving information from the customer comprises receiving information regarding the location of the business entity.

20 9. A system of providing content delivery to a customer, the system comprising:
a client delivery application that monitors and collects information relating to customer viewing of content from among multiple channels of content; and

a network connection at the client delivery application to a service headend that provides the multiple channels of content, wherein the service headend receives the information regarding customer viewing of content, and includes a service delivery

application that determines a selected channel of content likely to be of interest to the customer in response to the received information relating to customer viewing.

10. A system as defined in claim 9, wherein the customer comprises one or more
5 individuals, and wherein the information relating to customer viewing of content includes
viewing habits of the one or more individuals.

11. A system as defined in claim 10, wherein the client delivery application
associates the information relating to customer viewing with one of the one or more
10+ individuals.

12. A system as defined in claim 9, wherein the customer comprises a business
establishment, and wherein the client delivery application provides a query for the customer
to provide information related to customer viewing of content from among multiple channels
15 of content.

13. A system as defined in claim 12, wherein the selected channel of content
likely to be of interest to the user includes information related to the location of the business
establishment.

14. A system that provides information content delivery to a customer, the system comprising:

a service headend that provides multiple channels of information content for viewing by the customer; and

5 a service delivery application executing on a receiving device that receives information relating to customer viewing from a client delivery application, wherein the service delivery application executes on the receiving device to monitor and collect 10⁵ information relating to customer viewing of content from among the multiple channels of information content, and the service delivery application determines a selected channel of content likely to be of interest to the customer in response to the received information 15 relating to customer viewing.

15. A system as defined in claim 14, wherein the customer comprises one or more individuals, and wherein the information relating to customer viewing relates to viewing habits of the one or more individuals.

16. A system as defined in claim 15, wherein the service delivery application associates a viewing habit with one of the one or more individuals.

20 17. A system as defined in claim 14, wherein the multiple channels of information content include television broadcast channels.

18. A system as defined in claim 14, wherein the multiple channels of information content include Internet channels.

19. A system that delivers content to a customer, the system comprising one or
5 more processors that execute program instructions and receive a data set, wherein the program instructions are executed to cause the processor to:

receive multiple channels of content at a service headend connection for customer viewing;

receive information from the customer relating to customer viewing;

determine a selected one of the channels of content likely to be of interest to the customer, based on the received information and

providing the selected content.

20. A program product for use in a computer system that executes program steps
15 recorded in a computer-readable media to perform a method for delivering content to a customer, the program product comprising:

a recordable media;

a program of computer-readable instructions executable by the computer system to perform operations comprising:

20 receiving multiple channels of content at a service headend connection for customer viewing;

receiving information from the customer relating to customer viewing;
determining a selected one of the channels of content likely to be of interest to the
customer, based on the received information; and
providing the selected content.